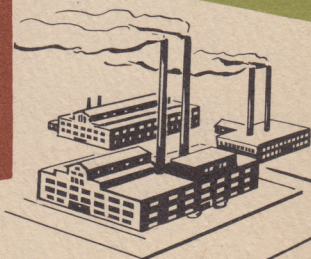
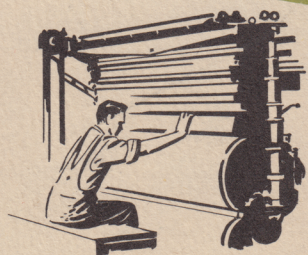
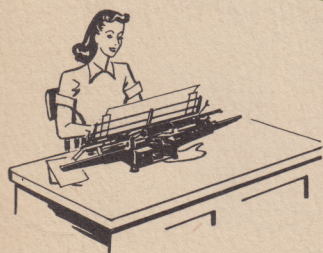


VARI-TYPER



a new tool for business



This is the **VARI-TYPER**

INSTANTLY CHANGEABLE TYPE

A small curved, hard-metal segment containing ninety characters (upper case-lower case-figures) can be inserted in the Vari-Typer in a few seconds...simply depress a key...insert type font and with a flick of the fingers the font is in position for typing. The Vari-Typer holds two fonts at a time.

AUTOMATIC JUSTIFICATION

Automatic Justification models produce copy with a justified or even right hand margin. This vitally important feature, indispensable for booklets, catalogs, etc. etc., is amazing in its simplicity of operation. Every line (from 1.9" to 7.4") is stretched automatically to a predetermined width.

UNIFORM CONTROLLED IMPRESSION

A slight stroke on a Vari-Typer key selects the character. The actual printing is accomplished (electro mechanically) by a hammer blow which forces the paper against the character selected. The lever shown controls the impression...guarantees uniform copy essential to good reproduction.

CARBON RIBBON ATTACHMENT

To meet the requirements of Photo-Offset and Metal Plate reproduction for sharp, clear copy, this attachment feeds a new section of 1/4" carbon paper (from a 1200' roll) for each impression. One time usage of carbon paper insures uniform copy essential for reproduction; cost less than 1/5¢ per foot.

BOLD FACE REPEAT KEY

It is often desirable to deposit an extra impression on a character (particularly when using the bold-faced types for headings). The Bold Face Repeat Key permits the operator to repeat as many times as is necessary to accomplish any purpose. Fresh carbon is fed automatically for each repeat.

KEYBOARD—SPEED—COMPACTNESS

The Vari-Typer keyboard is similar to that of the standard typewriter. A competent typist, after a period of instruction, can operate the Vari-Typer at a speed comparable with that obtained on a typewriter. The Vari-Typer is compact...takes no more space than an ordinary typewriter.

composing machine

STENCIL LIGHT

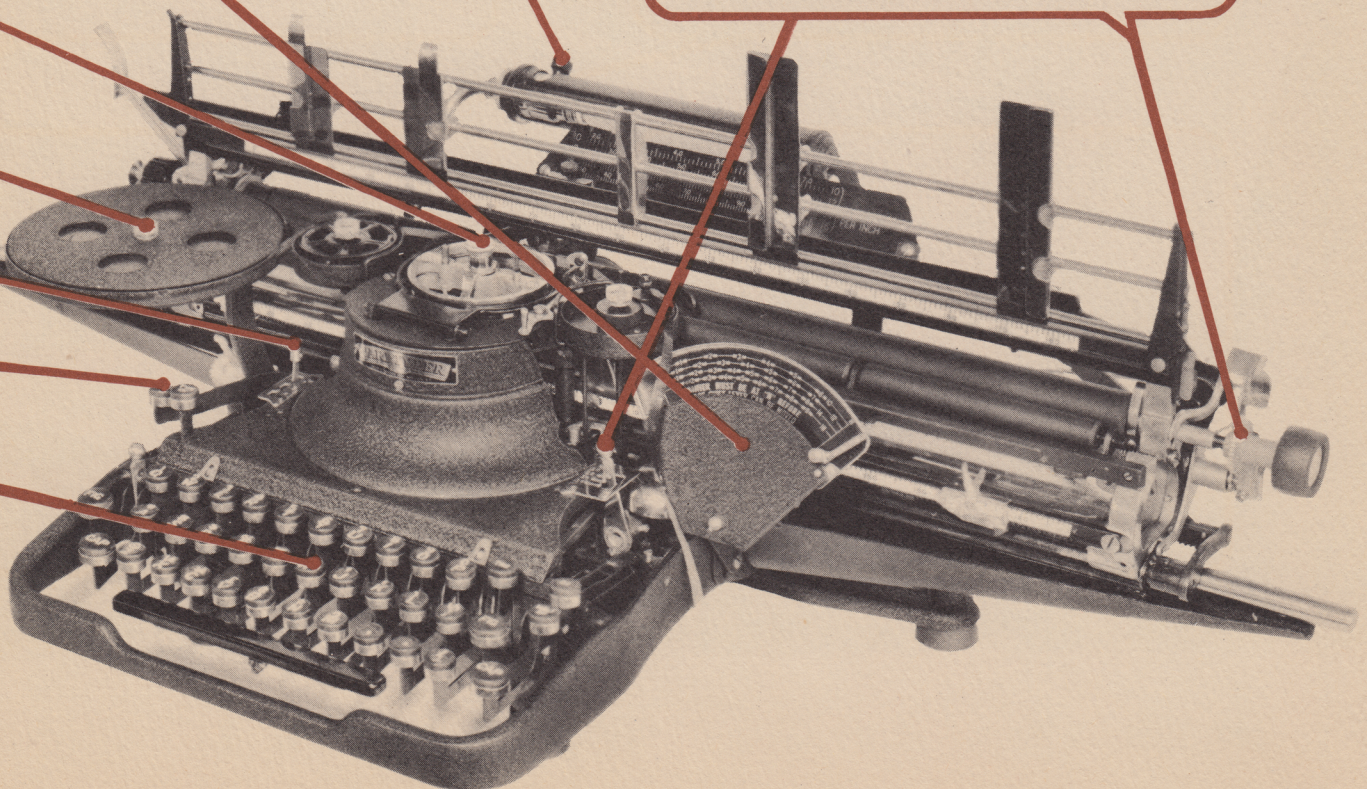
Located in the back of the machine, the Stencil Light throws a reflected light through the stencil permitting the operator to constantly check on the work. It is easy on the operator's eyes; saves valuable time in proofreading. By its use the production of matchless stencil reproduction is guaranteed.

INSTANTLY CHANGEABLE SPACING

Change from one horizontal spacing to another...*easily*...by moving a lever from one notch to another. All Vari-Typers equipped with some combination (at least two) of 10, 12, 14, 16 or 18 characters per inch. Variable vertical spacing (easily changed) permit 9, 6, 4-1/2, 3-3/5 and 3 lines per inch.

VARI-LINE SPACER

A simple device which supplements the five standard line spacings with 6.6, 7, 8, 10 and 12 lines per inch and materially increases the range of Vari-Typer composition. Other line spacings can be obtained with special gears. Can be installed on any Vari-Typer, except the Engineering Models.





VARI-TYPER

more than 600 different styles

and sizes of changeable types all work in one machine. Included are 68 popular English types, (from 6 to 18 point) chemical, medical, script, library, mathematical, fractional, special tariff, as well as types of every modern foreign language.

W H E N Y O U T H I N K O F P A P E R



VARI-TYPER provides a faster, more economical way to get paper work done

*T*he Vari-Typer Composing Machine is undoubtedly one of the most important tools for American business developed within recent years. It earns this distinction by contributing a faster, more economical way to handle printing and duplicating composition. Because of Vari-Typer's remarkable record for savings, thousands of business organizations have accepted Vari-Typer as the *only* way to produce certain kinds of paper work, the *best* way to produce many others.

This folder explains how Vari-Typer accomplishes its amazing economies in printing and duplicating.

To appreciate Vari-Typer's possibilities for you, consider its changeable types.

More than 600 different styles and sizes of types all work in one machine. Think for one minute that Vari-Typer composes a **BOLD FACE TYPE LIKE THIS**, and with a twist of the wrist, it composes *THIS, OR THIS, OR THIS, OR THIS*. Now add foreign languages, special chemical, library, tariff, mathematical, types in different sizes and styles and you have part of the story of Vari-Typer's versatility.

It is this wide variety of types which enables Vari-Typer to produce printed effects. As any competent typist can operate Vari-Typer in your own office, she can produce all kinds of paper work for various departments, quickly, efficiently at very low cost.

W O R K, T H I N K O F V A R I - T Y P E R

use **VARI-TYPER** with any process of

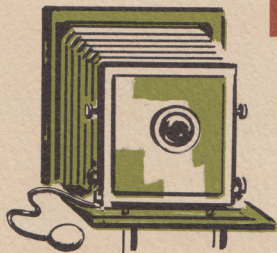


PHOTO-OFFSET PRINTING

As the term implies, the photo-offset printing process involves the use of photography. The page or *master copy* to be printed is photographed, and the negative is then transferred by exposure to a chemically sensitized plate. In turn, this plate is put on a photo-offset printing press and copies are printed by the lithographic method.

Vari-Typer's wide variety of changeable types makes it ideal for composing *masters* for photo-offset printing. A typist prepares a master copy, using bold-faced types for headings, printing style types for text copy (with matching italics, if desirable), miniature types for footnotes, etc. The job is pasted up in correct position, rules drawn with India ink, and extraneous guide lines or marks are blotted out with Chinese white. The job is then ready for printing by the offset method.

You can then send it to your own print shop for printing, or send it to an *outside* photo-offset printer.



SAVINGS

Using the Vari-Typer method of composition and photo-offset method of printing you save in three ways. First, Vari-Typer eliminates the need for buying type-set composition, and secondly, the offset method of printing eliminates the need for engraving, thirdly, proof-reading time is reduced. As a result, savings, as compared with type-set, letterpress printing, run up as high as 80%, average about 50%. On parts manuals, or other multiple page jobs it is not unusual to save the cost of Vari-Typer on one job.

W H E N Y O U T H I N K O F P A P E R

photo-offset printing or duplication



DIRECT-TO-PLATE DUPLICATION

In this process, a sensitized metal or paper plate serves as a transfer agent for the image. Typing, drawing, or tracing is done *directly* on this plate, which is then treated with chemicals and used on a printing duplicator. It is to be noted that, for the most part, there is no photography involved in this process.

HOW VARI-TYPER IS USED

The metal or paper plate is inserted in either horizontal or vertical position in Vari-Typer and the work is composed directly on the plate. Here again, bold-face headings, text types, italics, or whatever selection of type is needed to obtain the desired effect, are used with appropriate spacing. An impression control, which regulates the degree of blackness of the image, and carbon paper ribbon which is used only once, guarantee clear, sharp results.



SAVINGS

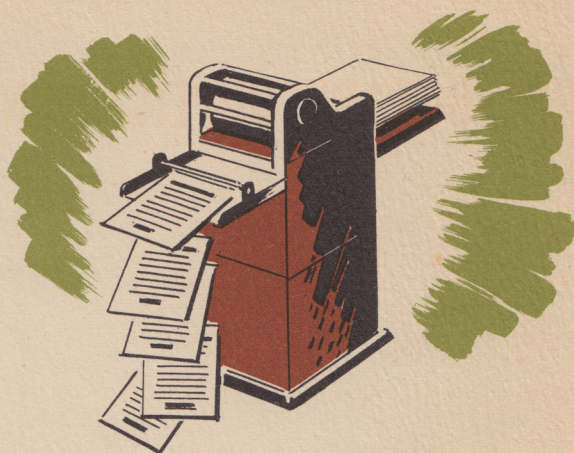
Because the expense of photography is eliminated in this style of office printing, it is possible to effect greater savings, as compared with any other style of printing. Vari-Typer's wide variety of changeable types and the printed effects produced make it possible to utilize this process for work formerly done by more expensive methods. Also, large savings in plates, paper, chemicals, ink, etc., are made by using Vari-Typer because, on an average, double the amount of typewritten copy can be Vari-Typed on each plate.



W O R K, T H I N K O F V A R I - T Y P E R

STENCIL DUPLICATION

There are many kinds of stencil duplicating machines of which the widest known is the Mimeograph duplicator. The image or message is written, typed or drawn on a stencil which is then placed on a rotary drum filled with ink. It is a simple, economical process noted for its speed and economy.



HOW TO USE VARI-TYPER

The stencil is inserted in the Vari-Typer, either in the horizontal or vertical position, together with a suitable backing sheet. The operator proceeds to make a stencil copy of the job, using a large selection of printing types of various sizes and styles. Thus, a large bold-face type is used for the headings, a medium sized type for sub-heads, neat, easy-to-read Gothic types for text copy, special symbols where necessary, etc. The result is a sharp, crisp stencil which will produce copies amazingly clear and extremely legible, and which, with a variety of types employed, looks like type-set printing.



SAVINGS

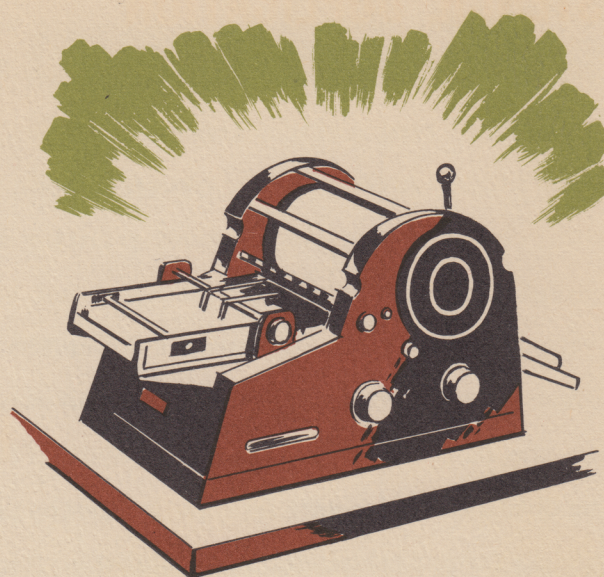
The stencil system of duplicating is noted for its economies, but Vari-Typer both reduces costs, and improves the appearance of the finished work. Vari-Typer cuts costs of stencil duplicating by getting double the amount of typewritten copy on one Vari-Typed stencil. As a result, reports, bulletins, manuals, etc., that normally would take 50, 80 or 120 pages of typewritten copy, are Vari-Typed on 25, 40 or 60 pages that are easier-to-read, and better looking. By reducing the number of pages required, large savings in paper, stencils, ink, as well as savings in running and collating time are made.



W H E N Y O U T H I N K O F P A P E R

HECTOGRAPH DUPLICATION

There are two types of hectograph duplicators: the spirit and the gelatin duplicator. In the case of the spirit duplicator, the copy is written on a *master sheet*, and copies are made directly from the *master*. In the gelatin process, copy is prepared on a *master sheet* using a special hectograph paper or cloth ribbon. The master sheet is pressed against the gelatin and it deposits the image there. Copies are made by contact with the image on the gelatin.



HOW TO USE VARI-TYPER

Master sheets are inserted in Vari-Typer, and typing is done through a special hectograph cloth or paper ribbon. Here again, large types for headings, clear, space-saving text type, italics, etc., produce results which look like printing. A special attachment on Vari-Typer prints through carbon paper ribbon on reverse side of the master sheet.

SAVINGS

Because of Vari-Typer's wide variety of changeable types, adjustable spacings and uniform impression control, *masters* prepared on Vari-Typer deliver a greater number of clear copies, which look better and which save paper. Savings in paper are accomplished because on Vari-Typer it is possible to condense statements to approximately half the size required when prepared on the typewriter.



CONDENSATION SAVES PAPER, MONEY

W O R K, T H I N K O F V A R I - T Y P E R

SPECIAL USES

There are many different applications for which Vari-Typer provides economical composition. Among these are *one copy* jobs, such as presentations, reports, graphs, surveys, etc., where the cost of type-set printing would be prohibitive, and where typewriting is not adequate. Vari-Typer's changeable types deliver the printed effects required, and the cost is quite economical. In the case of presentations, unusual effects may be obtained by *blowing up* copy by photostating to obtain large size headlines or blocks of copy.



In addition to these, there are many other applications, too numerous to list here. One is using Vari-Typer for composing menus, church programs and announcements, invitations, etc. Another, is Vari-Typing labels, for switchboard assemblies -- the reason it is used is because Vari-Typer's changeable types give printed effects at very low cost.



An important use, not covered in this folder, is lettering on tracing cloth or paper of any size. The Vari-Typer Lettering Machine is three to four times faster than hand lettering, it produces uniformly clear legend, in a variety of type styles and sizes. It eliminates production errors due to mis-reading of poor hand lettering. A girl typist and a Vari-Typer do work in one day which would require four draftsmen a day to complete. For more information on the Vari-Typer Lettering Machine, ask for folder *Saved 2000 hours of Draftsmen's Time.*



W H E N Y O U T H I N K O F P A P E R

These are the **VARI-TYPER** type fonts

NO. 350 #5

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NO. 295

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

NO. 320-8

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NO. 310-12

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NO. 315-12

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NO. 434B

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NO. 270

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NO. 180LB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NO. 345-10

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Vari-Typer types are instantly changeable. Two fonts are held in the machine at one time.

Type fonts are available in sizes ranging from six to eighteen point and in a great array of styles.

Type fonts in the alphabets of all modern foreign languages are available.

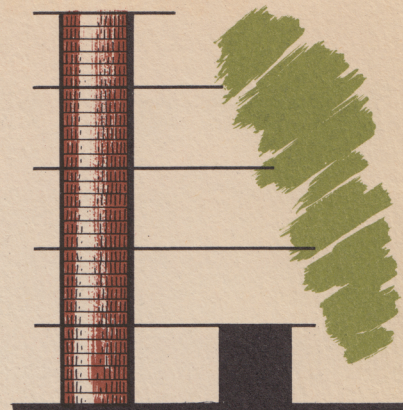
Type fonts are of all metal construction; hard as steel; light as aluminum.



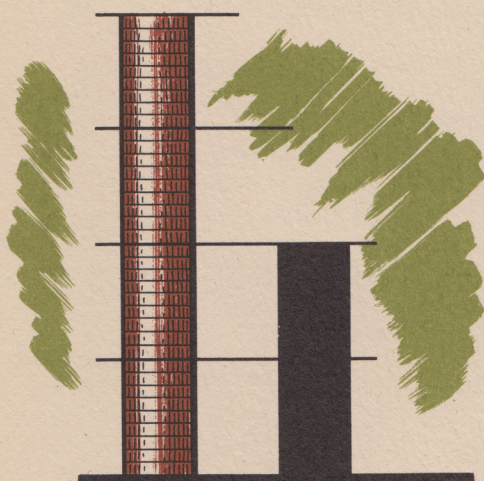
W O R K, T H I N K O F V A R I - T Y P E R

REDUCED PRINTING BILLS

Vari-Typer is an ideal composing machine to use for many of the jobs you are now sending to an outside printer. Parts lists, charts, instruction bulletins, forms, catalogs, safety manuals, etc., set on Vari-Typer will cut printing costs 80%. Great savings are also obtained by using Vari-Typer on tabular work.



PRINTING BILLS CUT 80%



DUPLICATING BILLS CUT 50%

LOWER DUPLICATING COSTS

Savings made by Vari-Typer in the duplicating field average 50%. Multiple page jobs, such as manuals, price lists, catalogs, etc., require only half the number of pages when Vari-Typed as when written on a typewriter. Result is a large saving in paper, stencils, ink, as well as time saved in running and collating. On an average Vari-Typer pays for itself in less than a year--sometimes on a single job.

SEND FOR MORE INFORMATION

You can get more information on Vari-Typer in either of two ways: Vari-Typer Sales Offices are located in all principal cities. Write or phone the office nearest you, for a demonstration of Vari-Typer in your own office, on your own work. In this way you can quickly visualize the savings that are possible for you. Write to us (see opposite page) and we will forward complete information, including many actual specimens of Vari-Typer work.

ALL TEXT COPY IN THIS FOLDER WAS COMPOSED
ON VARI-TYPER, AND LITHOGRAPHED IN U.S.A.



W H E N Y O U T H I N K O F P A P E R

VARI-TYPER District offices

ALBANY 7, NEW YORK
11 No. PEARL STREET *Albany 40888*

ATLANTA 3, GEORGIA
205 BONA-ALLEN BLDG. *Walnut 1826*

BALTIMORE 1, MARYLAND
100 No. EUTAW STREET *Plaza 6756*

BOSTON 16, MASSACHUSETTS
248 BOYLSTON STREET *Kenmore 3410*

BUFFALO 2, NEW YORK
308 WHITE BLDG. *Madison 3294*

CHICAGO 4, ILLINOIS
53 WEST JACKSON BLVD. *Wabash 3981*

CINCINNATI 2, OHIO
223 EAST 8th STREET *Main 1629*

CLEVELAND 15, OHIO
306 BUCKEYE BLDG. *Main 8499*

DALLAS 1, TEXAS
411 SOUTHLAND BLDG. ANNEX *Central 5271*

DAYTON 2, OHIO
127 SOUTH MAIN STREET *Adams 6591*

DENVER 6, COLORADO
1441 WELTON STREET *Keystone 4089*

DETROIT 26, MICHIGAN
333 STATE STREET *Cadillac 8688*

HARTFORD 3, CONNECTICUT
57 PRATT STREET *Hartford 6-5560*

HOUSTON 2, TEXAS
707 A. M. & M. BLDG. *Fairfax 0642*

KANSAS CITY 3, MISSOURI
3112½ TROOST AVENUE *Westport 4971*

LANSING, MICHIGAN
306 S. CAPITOL AVENUE

LOS ANGELES 14, CALIFORNIA
108 WEST 6th STREET *Vandike 2718*

MINNEAPOLIS 1, MINNESOTA
1035 METROPOLITAN LIFE BLDG. *Main 5921*

NEW ORLEANS 12, LOUISIANA
318 CARONDELET STREET *Raymond 1574*

NEW YORK 17, NEW YORK
409 MADISON AVENUE *Eldorado 5-3710*

NEWARK 2, NEW JERSEY
1060 BROAD STREET *Market 3-3968*

PHILADELPHIA 4, PENNSYLVANIA
3307 CHESTNUT STREET *Evergreen 8600*

PHOENIX, ARIZONA
23 W. MONROE STREET *Phoenix 3-0929*

PITTSBURGH 19, PENNSYLVANIA
505 STARR BLDG. *Atlantic 9067*

ROCHESTER 3, NEW YORK
31 GIBBS STREET *Main 5477*

SAN ANTONIO 5, TEXAS
707 AMERICAN HOSPITAL & LIFE BLDG.

SAN FRANCISCO 4, CALIFORNIA
580 MARKET STREET *Garfield 7700*

SEATTLE 4, WASHINGTON
611 THIRD AVENUE *Main 3466*

ST. LOUIS 1, MISSOURI
706 FULLERTON BLDG. *Chestnut 4957*

WASHINGTON 4, DIST. OF COLUMBIA
406 EVENING STAR BLDG. *District 1137*

FOR VARI-TYPER SALES AND SERVICE

BOISE, IDAHO
CHARLOTTE 1, NORTH CAROLINA
INDIANAPOLIS 4, IND.
JACKSONVILLE, FLORIDA
MILWAUKEE 2, WISCONSIN
RICHMOND 19, VIRGINIA

Boise 1106
Jacksonville 5-3548
Marquette 4880
Richmond 2-4343

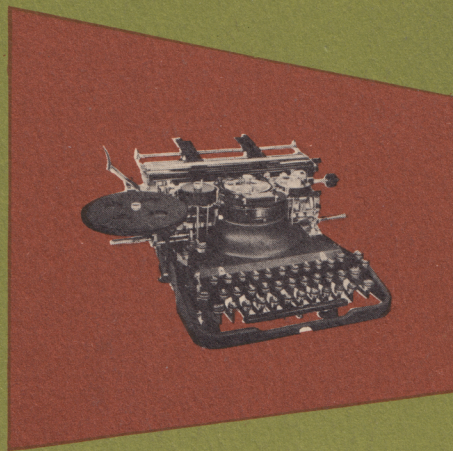
210 No. 10th STREET
BOX 2452
909 ROOSEVELT BUILDING
23 NO. MAIN STREET
541 NO. BROADWAY
423 AMERICAN BUILDING

RALPH C. COXHEAD CORPORATION

333 SIXTH AVENUE • NEW YORK 14, N. Y.

W O R K, T H I N K O F V A R I - T Y P E R

**when you think of
paper work...**



think of VARI-TYPER